

### **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method of distributing advertisements to at least two potential respondents, comprising:

recruiting at least one retailer having a retailer store to provide a plurality of advertisements;

recording at least one profile of at least one of the at least two potential respondents;

providing at least one saver card to each of the at least two potential respondents;

targeting at least one of the plurality of advertisements to a targeted at least one of the at least two potential respondents, wherein said targeting is responsive to the at least one recorded profile of the targeted at least one potential respondent; and

providing at least one transaction to the at least one targeted potential respondent upon response of the at least one targeted potential respondent to the targeted at least one advertisement, wherein the response to the targeted at least one advertisement is evidenced by activation of the saver card associated with the recorded profile of the targeted at least one potential respondent and the at least one transaction is carried out at the retailer store.

2. (original) The method of claim 1, further comprising:

gathering data of the at least one transaction of said providing at least one transaction.

3. (original) The method of claim 2, wherein said gathering data comprises recording the data of the at least one transaction to the recorded profile of the targeted at least one potential respondent engaged in the transaction.

4. (original) The method of claim 2, further comprising:

correlating the transaction data with said targeting, wherein said correlating generates advertisement effectiveness data.

5. (original) The method of claim 4, further comprising:

repeatedly targeting effective advertisements, in accordance with the advertisement effectiveness data, to at least one repeatedly targeted of the targeted at least one of the at least two potential respondents.

6. (original) The method of claim 2, wherein the transaction data comprises at least one of the group consisting of transaction time, transaction date, transaction amount, items purchased, retailer involved, and respondent identification.

7. (original) The method of claim 1, wherein said recording comprises establishing an e-mail account for each of the potential respondents.

8. (original) The method of claim 1, wherein said targeting comprises sending an email to at least one of the established e-mail accounts.

9. (currently amended) A system for providing for at least one retailer having a retailer store an advertising program to at least one potential respondent, the system comprising:

a program administrator system configured: (i) to be in communication with the at least one retailer to receive a first targeted advertisement and (ii) to receive a recorded profile from the at least one potential respondent to the advertising program;

a message generator communicatively connected to said program administrator system,

and configured to be connected to at least one of the at least one potential respondents;

a plurality of saver cards, wherein at least one of said plurality of saver cards is

~~appointed~~ configured to be distributed to ~~associated with~~ each of the at least one potential respondents;

wherein said message generator is configured to generate a first message, in accordance

with the first targeted advertisement, to a targeted at least one of the at least one potential respondents responsively to the recorded profile of the targeted at least one potential respondent, and wherein said program administrator system is configured to receive an activation of the saver card of the targeted at least one potential respondent carried out at the retailer store as a response to the first message.

10. (currently amended) The system of claim 9, wherein the message generator is programmed to generate said first message ~~is generated~~ to the targeted at least one potential respondent in accordance with target criteria from the at least one retailer, wherein the target criteria is within the first target advertisement.

11. (previously presented) The system of claim 9, further comprising a correlator communicatively connected to said program administrator system, wherein said correlator is configured to gather transaction data of each saver card activation.

12. (previously presented) The system of claim 11, wherein said correlator is further configured to update the at least one recorded profile in accordance with the transaction data.

13. (currently amended) The system of claim 11, wherein said correlator is configured to generates advertisement effectiveness data in accordance with the transaction data.

14. (original) The system of claim 11, wherein the transaction data comprises at least one of the group consisting of transaction time, transaction date, transaction amount, items purchased, retailer involved, and respondent identification.

15. (previously presented) The system of claim 11, wherein said saver card comprises one selected from the group consisting of a magnetic card, a bar code card, and a driver's license.